

ABSTRACT

APPLICATION OF ASSOCIATION RULES IN WEB-BASED RESTAURANT MENU RECOMMENDATION SYSTEMS

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Web-based restaurant menu recommendation systems have become an interesting topic in the culinary world. In this research, the researchers propose the application of Association Rules to enhance user convenience in selecting restaurant menus. The Association Rule method is used to connect associations between menu items in the restaurant database. Restaurant menu data is collected, and transaction data stored in the database includes information about menus and menu categories. The application of Association Rules involves the stages of data collection, data preprocessing, applying the Association Rule method with the Apriori algorithm. The application of Association Rules in web-based restaurant menu recommendation systems provides benefits in offering relevant and personalized menu recommendations to users. By analyzing patterns of relationships between menu items, the system can improve customer satisfaction in selecting restaurant menus and provide a better user experience. Therefore, the application of Association Rules in web-based restaurant menu recommendation systems is an attractive solution to enhance users' culinary experience.

Keywords: Menu Recommendation System, Association Rule, Apriori Algorithm, Restaurant Menu Recommendation.